

1 Adopt 2 Cal. Code Regs. Section 18450.4 to read:

2 **18450.4. Contents of Disclosure Statements. Advertisement Disclosure.**

3 Where a “disclosure statement” or “disclosure” is required for an advertisement under
4 Government Code sections 84503, 84504, and 84506, the following shall apply to the
5 committee that authorized and paid for the advertisement:

6 (a) Disclosures required under Government Code section[s] 84503 and **[Decision 1,**
7 **Option A:** 84506] shall include the name, pursuant to 2 Cal. Code Regs. section 18450.3, of
8 the \$50,000 contributor or contributors ~~pursuant to 2 Cal. Code Regs. section 18450.3.~~

9 **[Decision 1, Option B:** For purposes of Government Code section 84506, the “two persons
10 making the largest contributions” means the two contributors each of whose cumulative
11 contributions to the committee are largest during the 12 month period prior to the election.]

12 The disclosure shall explicitly indicate that the contributor or contributors were major donors
13 to the committee by stating, for example, "major funding by" or "paid for by."

14 (b) The disclosures required by Government Code section 84503, 84504 and 84506
15 shall be presented in a clear and conspicuous manner to give the reader, observer or listener
16 adequate notice of the identity of the person(s) or committee(s) that paid for the
17 communication, as specified below.

18 (1) Television: The information shall be both written and spoken either at the
19 beginning or at the end of the communication, except that if the disclosure statement is
20 written for at least five seconds of a broadcast of thirty seconds or less or ten seconds of a
21 sixty second broadcast, a spoken disclosure statement is not required. The written
22 disclosure statement shall be of sufficient size to be readily legible to an average viewer
23 and air for not less than four seconds.

1 (2) Radio: The information shall be spoken in a clearly audible manner at the
2 beginning or end of the communication and shall last at least three seconds.

3 (3) Print Media: All disclosure statements on printed materials designed to be
4 distributed personally or through the mail shall be printed in type no less than 10 points in
5 size and printed in a contrasting color to the background on which it appears.

6 (4) Over Size Print Media: All disclosure statements on printed materials that are
7 larger than those designed to be individually distributed (e.g., billboards) shall constitute
8 at least five percent (5%) of the height of the advertisement and printed in a contrasting
9 color.

10 (5) If a single print media advertisement consists of multiple pages, folds, or
11 faces, the disclosure requirement of this section applies only to one page, fold, or face.

12 (6) Each communication that would require a disclosure if distributed separately,
13 and that is included in a package of materials, must contain the required disclosure.

14 NOTE: Authority cited: Section 83112, Government Code.

15 Reference: Sections 84503, 84504 and 84506, Government Code.